



KSHB-TV

ORDER

Print Date 10/22/12 Page 1 of 2

Flight Dates **10/23/12-10/24/12**

Contract / Revision **315273 /**
Original Date / Revision
 10/18/12 10/19/12
Advertiser **Akin / Republican / Senate**

Agency **Strategic Media Placement**
Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Product
MO US Sen Todd Akin Oct 23-Oct 24
Agency Com 15%
Billing Contact
7669 Stagers Loop
Delaware, OH 43015
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:10:00
Estimate # **2956**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 23% Market Value 18695

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	77%	14395
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$3,655.00	\$4,300.00	0.00	10/01/12	10/24/12	7	\$3,655.00	\$4,300.00
Totals	7	\$3,655.00	\$4,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/23/12	10/24/12	Today Show Today Show	CM	7-9a	- 11 - - - -	:30	2	\$525.00	P-1	0.00 NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 11 - - - -		2		\$525.00		0.00				
N 2	KSHB	10/23/12	10/24/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- 11 - - - -	:30	2	\$600.00	P-1	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 11 - - - -		2		\$600.00		0.00				
N 3	KSHB	10/23/12	10/24/12	M-F 630-7p M-F 630-7p	CM	630-7p	- 1 - - - - -	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1 - - - - -		1		\$1,100.00		0.00				



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Contract / Revision **315273** Flight Dates **10/23/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/19/12

Order Sep 00:10:00

Advertiser **Akin / Republican / Senate** Product **MO US Sen Todd Akin Oct** Estimate # **2956**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N 4	KSHB	10/23/12	10/24/12	NBC Action News at 6p	CM	6-630p	-- 1----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00		
														1	\$800.00		
NBC Action News at 6p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-- 1----			1			\$800.00		0.00					
N 5	KSHB	10/23/12	10/24/12	M-F 11a-12p	CM	11a-12p	-- 1----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00		
														1	\$150.00		
M-F 11a-12p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-- 1----			1			\$150.00		0.00					
														Totals		7	\$4,300.00